

**BUTTE COUNTY  
CHILDREN AND FAMILIES COMMISSION  
Friday, May 21, 2004  
Meeting Minutes**

Held at the Mira Loma Drive county offices, the meeting was called to order at 8:35 a.m.

Item 1: Introductions and Agenda Review

Commissioners present: Pat Cragar, Jane Dolan, Marian Gage, Mark Lundberg, Sandra Machida, Karen Marlatt, Linda Moore, Phyllis Murdock, Gene Smith and Alternates Jeff Fontana and Mary Neumann

Commissioners absent: None

Staff present: Susan Billings, Anna Dove, Bobbi Dunivan, Cheryl Giscombe, and Eva Puciata

Staff absent: None

Also present were: Kristin Gruneisen/OPT for Fit Kids, Carey Gross/KISP-Butte County Public Library, Yvonne Nenadal/Youth For Change, Kiyomi Bird/Public Health, Linda Huffmon/VOCS, Julie Buck/KISP-Butte County Public Library, Carmen Ochoa/Public Health, Dana Campbell/PEN, Peggy Mitchell/BCOE, Justine Lehman/NVCSS, Ann Castellanos/PEN, Staci Howell/BCOE, Lynn Theissen/HHCM, Debbie Holmes/PEN, Mark Murgia/CAA, Aimee Myles/Public Health, Elizabeth Porter/Skyway House, Cindy Wolff/OPT for Fit Kids, Jolene Nixon/ENLOE, Barbara Hanna/HHCM, Julie Wetmore/Public Health, Debbie Pierce/Public Health, Sheryl Bell/Skyway House, Anastacia Snyder/Catalyst, and others who arrived later.

Chair Mark Lundberg opened the meeting with introductions. It was suggested that the Public Awareness and Advocacy Committee report be added the agenda, following the Administration Committee report. There were no other changes to the agenda.

Item 2: Consent Calendar

The consent calendar included the DRAFT March 19, 2004 Commission Meeting Minutes and the DRAFT April 16, 2004 Special Commission Meeting Minutes.

**Karen Marlatt made a motion to approve the consent calendar. Phyllis Murdock seconded the motion. The motion passed unanimously.**

Item 3: Commissioner Recognition

Commissioner Marian Gage's membership term expires on July 1, 2004. The Commission thanked Marian for her service to the children and families of Butte County and presented her with gifts of appreciation. Mark Lundberg said that Marian has been instrumental in shaping the direction of the Commission and has consistently strived for consensus and communication among members. There were many well wishes from Commissioners, staff and the public.

Item 4: Administration Committee and Public Awareness and Advocacy Committee Reports

(A) Three letters of interest were received for the Commissioner Vacancy: Jeff Fontana/DESS and current alternate Commissioner, Don McNelis/BCOE, and Yvonne Nenandal/Youth For Change. Cheryl Giscombe initially attempted to gain by email Commissioner consensus for a recommendation to the Board of Supervisors on Commission vacancy and membership appointment, but some felt that it was a possible violation of the Brown Act. The decision was instead referred to the full Commission as an action item on the Agenda. Gene Smith commented that all three applicants are well qualified, but he would like to see community-based organizations represented on the Commission. Marian Gage concurred, but was concerned that the School

Readiness initiative needs K-12 representation. Cheryl Giscombe noted that the bylaws do not cover criteria for an alternate Commissioner to move into a regular seat. The Chair recognized Carmen Ochoa, who suggested that the Commission consider representing the Latin and Hispanic ethnicities on the Commission.

**Pat Cragar made a motion to nominate Don McNelis to the Commission to replace the seat vacated by Marian Gage. Sandra Machida seconded the motion. The motion did not pass (4-2).**

**Phyllis Murdock made a motion to nominate Yvonne Nenandal to the Commission to replace the seat vacated by Marian Gage. Gene Smith seconded the motion. The motion did not pass (3-5).**

In the interest of time, the Chair moved Item 4(A) to the latter part of Item 5: Protest of Denial Public Hearing.

(B) Jeff Fontana reported on the Public Awareness and Advocacy Committee. The Committee discussed the possibility of responding to the Mendoza AP Article published in the Enterprise Record on May 8, 2004 and directed staff to instead focus on at least two positive press releases which focus on Commission accomplishments. One of the Commission's most recent press releases entitled *Good Nutrition Starts Early* was printed in the May 19, 2004 Oroville Mercury Register. It is the Committee's continual goal to issue press releases to media contacts twice a month. Commissioners and staff will be working with grantees for future releases and there are plans to release a list of the newest Commission grantees immediately following the May 21, 2004 meeting.

#### Item 5: Protest of Denials Public Hearing

Mark Lundberg and Phyllis Murdock recused themselves from this action item. Butte County Public Health: Tobacco-Free Children and Families was the only protest of denial submitted to the Commission for consideration. Ellen Michels/Public Health represented the proposal during the appeal process and said that the appeal was based on needs of the community not currently being met. Their program is funded by Prop 99, which limits them to spending 10% of funds on smoking cessation efforts. Prevention is important, but it is also important to offer cessation services to current smokers. The American Lung Association and Smoker's Hotline are the only agencies in Butte County currently offering cessation services.

#### *Question and answer session:*

Q: Does ALA charge for their services?

A: No.

Q: How much money is being requested for this proposal?

A: \$267,580.00 for three years.

Q: How would your services differ from those offered by the ALA?

A: We would integrate cessation services with other community needs, such as one on one case management, follow up, client transportation and/or traveling services, referrals through the Department of Employment and Social Services (DESS), and physician training.

Q: The proposal seems more geared toward process than outcome. Is that correct?

A: The numbers may seem small, but the program is successful and measurable. Every smoker helped is a huge success.

Comments: Letters of support included in the proposal seemed cooperative, but not necessarily collaborative.

#### *Question and answer session concluded.*

Linda Moore made a motion to allow the TFCF proposal to be considered for funding, but withdrew the motion after further discussion. Commissioners voiced appreciation for the TFCF proposal, but the general consensus was to honor the numerical system originally designed to score proposals. Marian made a motion to refer the protest for appeal to the Contract Awards Committee for review and then to be brought back to the full

Commission for discussion, but there was no second to the motion. Gene Smith encouraged the proposers to apply for special consideration funding, should their request be denied.

**Marian Gage made a motion to let the original score stand and deny the request for appeal. Pat Cragar seconded the motion. The motion passed 6-1.**

Item 4-A: Revisited

**Phyllis Murdock made a motion to recruit for more letters of interest in addition to those already received and bring all letters to the July meeting for discussion/action. Jane Dolan seconded the motion. The motion passed with one abstention.**

Well into funding discussions for Item 6, Phyllis Murdock asked to revisit her motion to recruit more letters of interest for the Commissioner vacancy. She noted that the issue at hand was not the quality of current applicants, but that not enough time could be devoted to addressing the vacancy issue at the May 19, 2004 meeting. Commissioner consensus was to forego further recruitment efforts at this time and instead refer current letters of interest to the Administration Committee for review and bring recommendations back to the full Commission as a discussion/action item.

**Phyllis Murdock made a motion to reconsider her earlier motion to recruit for more letters of interest in addition to those already received. Pat Cragar seconded the motion. The motion passed unanimously.**

**Phyllis Murdock made a motion to refer the three letters of interest for Commission vacancy to the Administration Committee for review and then recommendations brought to the full Commission as a discussion/action item. Pat Cragar seconded the motion. The motion passed unanimously.**

Item 6:Commission Review and Scoring of 2004 RFP Proposals

Chair Mark Lundberg announced the Q&A instructions and procedures to be followed for the review and scoring process. Representatives for each proposal, with the exception of Butte County Behavioral Health's 0-5 Infant and Toddler Mental Health proposal, were called before the Commission for a question and answer session. Behavioral Health did not have a representative in attendance at the meeting to participate in the question and answer session for their proposal and the Commissioner consensus was to let the original scores stand. At the conclusion of the review and scoring sessions, there was a break from 2:30-2:45 PM for final score tallying. The scores were:

<u>No.</u>	<u>Score</u>	<u>Proposal</u>
04-030	101.1	BCPH/CHDP
04-021	94.3	CSUC/OPT For Fit Kids
04-008	93.4	CAA/EH Child Development Center
04-010	92.6	BCPH/Breastfeeding Center
04-009	90.5	VOCS/Get Ready
04-019	90.3	NVCSS/Teen Pregnancy
04-027	88.7	PEN/Young Parents of Oroville
04-016	88.0	Youth For Change/CARS Program
04-005	87.7	Skyway House/TRACK
04-011	86.8	Enloe/Clean Starts, Healthy Beginning
04-025	83.7	Catalyst/Safe From The Start
04-023	82.5	HHCM/KISP
04-012	82.0	BCOE/School Readiness
04-022	70.8	BCPH/Infant and Toddler Mental Health

Commissioners discussed at length whether to stand firm with the funding allocations created for the priority areas or to flex funds between them.

**Marian Gage made a motion to stick to the funding allocations of the priority areas, funding as many as possible under each area, and to flex left over funds to other priority areas. Linda Moore seconded the motion. The motion did not carry.**

Mark Murgia was recognized by the Chair and noted that his proposal had been mistakenly placed in the wrong priority area on the overhead projector spreadsheet.

**Jane Dolan made a motion to move Proposal No. 04-008 into Priority Area 3. Marian Gage seconded the motion. The motion passed unanimously.**

After further discussion, it was decided that all there was adequate money available to fund all proposals receiving a passing score of 85% or above if funds were flexed between the priority areas. Any leftover funds could be rolled to a Special Project budget for future use.

Receiving 85% and above:

<u>No.</u>	<u>Score</u>	<u>Proposal</u>
04-030	101.1	BCPH/CHDP
04-021	94.3	CSUC/OPT For Fit Kids
04-008	93.4	CAA/EH Child Development Center
04-010	92.6	BCPH/Breastfeeding Center
04-009	90.5	VOCS/Get Ready
04-019	90.3	NVCSS/Teen Pregnancy
04-027	88.7	PEN/Young Parents of Oroville
04-016	88.0	Youth For Change/CARS Program
04-005	87.7	Skyway House/TRACK
04-011	86.8	Enloe/Clean Starts, Healthy Beginning

**Phyllis Murdock moved to flex funds between the Priority Areas as necessary to fund all proposals receiving a passing score of 85% or above, and to roll any leftover funds into a Special Projects budget. Pat Cragar seconded the motion. The motion passed unanimously.**

The meeting adjourned at 3:37 PM.

Minutes by Susan Billings  
Administrative Assistant  
*Approved July 16, 2004*

